

U.S. Commercial Service Market Brief
Featuring Maggie Jing Qiu, Senior Commercial Specialist
U.S. Commercial Service, American Embassy - Beijing

China Publishing Industry

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Doug Barry: Thank you. Hello and welcome to the special edition of commercial service market brief. Today we're speaking with Maggie Qiu, a Senior Commercial Specialist with the U.S. Commercial Service at the American Embassy in Beijing, China.

And Maggie, thanks for joining us today.

Maggie Qiu: Hi. Thank you.

Doug Barry: And, you know, we've been reading a lot of course about China buying an incredible number of U.S. jetliners and also they seem to have an interest in American cars and environmental equipment. But what I've not heard is there's also a demand for American books.

Maggie Qiu: Yes.

Doug Barry: Is that true?

Maggie Qiu: Yes. That's true.

Doug Barry: Can you tell us a little bit about that demand and how it seems to be growing?

Maggie Qiu: Sure. For a long period of time educational population, textbooks and teaching materials, made up a significant part of the public industry in China, as much as 60%.

But recently with the textbook bidding system, a system that makes the cost of producing material cheaper for elementary and middle schools and the decline of student population since 2004, total published and distribution revenue from teaching materials is shrinking.

And beyond the classroom, there is a growing demand for instructional material focused on business and management. Subjects covering energy resources and environmental are growing in popularity.

According to - according to China's National Publication Import and Export Corporation ("CNPIEC"), which is one of the largest state-owned distributors of imported books, demand for academic books on subjects such as science, technology and medicine, finance, economics, English and tourism remain very strong.

CNPIEC especially listed four sectors with increasing demand for important books. And the first is literature sector. The large proportion of this - of the book licensing in this sector is fiction books. The simplified Thomas Edison of international best sellers such as the Da Vinci Code and Kite Runner were on the bestseller list for a long time.

Besides the importance of international best sellers, books that win worldwide awards were also best sellers. For example, books by the Nobel Prize literature prizewinners are always popular. And the same is true for foreign books that turns into popular movies.

Doug Barry: Maggie, do you have any data on the size of the market in terms of millions of dollars or how is it developing?

- Maggie Qiu: It's developing very fast. I don't have a like - it's very difficult to get like accurate number and I would need to...
- Doug Barry: Oh. That's no problem and I understand it's difficult to get that data and we understand that the market is growing rapidly. And if I'm a publisher of one of the say specialty books, textbooks and so forth, what are the first steps to take in order to try and find a buyer in the China market?
- Maggie Qiu: The most common practice for foreign companies to enter this market is by means of licensing and co-publishing arrangement with Chinese partners. And we can help American companies to find a local Chinese partner through our services.
- Doug Barry: Great. And how do we - how do we get in touch with you?
- Maggie Qiu: You can always contact me through the - U.S. companies can always contact me through their nearest export assistance center. Or they can contact me directly at CS Beijing through email () or telephone ().
- Doug Barry: Okay. Great. And I think your contact information will be located near the play button in which our listeners tonight are going to start the interview with you. And they can get your contact information and there'll be a little bio there and a little report that you put together, a research report on the market as well.
- Any last tips or pieces of advice for publishers that are listening to this interview as they make a decision about how to approach the China market?
- Maggie Qiu: In China, pirating copies of best sellers in educational and reference materials are sold around the country. So it is a significant problem for both Chinese and for copyright holders. So we would like to suggest any U.S. companies to register their IP, copyright, trademark in advance before they market in China.

And also it is very useful, it's extremely important for U.S. companies to find a good local partner, which we can help through our services. And we will also recommend law firms in China.

At CS Beijing we have a patent and trademark office, which helps U.S. companies to protect their intellectual properties especially. And please go to our Website. I can list the Website information here, which is (www.stopfakes.gov). You can find all the information on how to protect your intellectual property.

Doug Barry: Great. It sounds like a one-stop shop there in Beijing where we're speaking to you tonight Maggie. And we really appreciate you being with us and we hope to talk to you again soon.

Maggie Qiu: Thank you. It's my pleasure and I look forward to talking with you in more detail in the future.

Doug Barry: Wonderful. And I know it's as cold in Beijing now as it is in Washington so stay warm.

Maggie Qiu: Thank you.

Doug Barry: And thank you. Thank you for being with us. And ladies and gentlemen we appreciate you listening to this interview tonight with Maggie Qiu with our Commercial Specialist specializing in the China Publishing Industry. And you can reach her with the contact information that we provided to you.

So thanks for listening and we hope to see you again soon on another edition of market brief brought to you by the Commercial Service on behalf of my colleagues in China and around the world. I'm Doug Barry in Washington. Thank you for listening.

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